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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Docket No. 11090

Application of:

GOLD, K.

Serial No. 10/750,151

Group Art Unit: 3623

Filed: December 31, 2003

Examiner: Unknown

For: USING A CUSTOMER'S PURCHASING INTENT IN RECOMMENDING
ALTERNATIVE ITEMS FOR PURCHASE IN A PHYSICAL STORE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT
C.F.R. §1.97(b)

Sir:

In accordance with 37 CFR §1.56, §1.97 and §1.98 with regard to the above-named application, please find enclosed a copy of the reference(s) listed on the enclosed Form PTO/SB/08, entitled "Information Disclosure Statement By Applicant".

The form identifies either (i) references cited in a foreign search report with regard to an application corresponding to the named U.S. application, and/or (ii) other references.

If applicable, a copy of the foreign search report is also enclosed herewith.

Respectfully submitted,

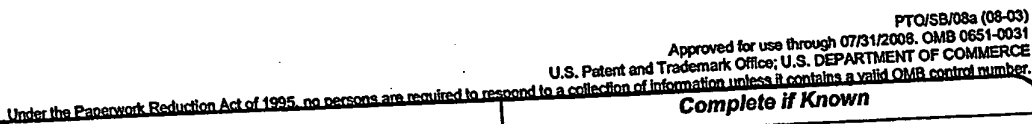
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CERTIFICATION OF MAILING UNDER 37 CFR 1.8

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on 4-13-05.

By: Louise Spicer
Name: Sallie Spicer



INFORMATION DISCLOSURE STATEMENT BY APPLICANT

Sheet	1	of	2
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Application Number	10/750,151
Filing Date	December 31, 2003
First Named Inventor	GOLD, K.
Art Unit	3623
Examiner Name	
Attorney Docket Number	11090

[illegible]

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No.	Foreign Patent Document Country Code ² Number ⁴ Kind Code ⁶ (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T*
		WO 01/18732 A	03/15/2001	See 1 in Addendum		
		GB 2376385 A	12/11/2002	Fujitsu Limited		
		WO 02/067184 A	08/29/2002	See 2 in Addendum		
		WO 00/17793 A	03/30/2000	Amazon.COM		

Examiner Signature	Date Considered
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. 1 Applicant's unique citation designation number (optional). 2 See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. 3 Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. 6 Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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